

NEW BUICK HEAD GIVES 1920 PLANS

Bassett Tells How Ten Million Dollars Will Be Spent.

H. H. Bassett, newly elected president of the Buick Motor company, announces the plans made by his organization for the coming year, involving the expenditure of ten millions of dollars for the new building and equipment.

The Buick program is a sequence of forward steps, of which Mr. Bassett's promotion to the presidency is one of the most important. It represents a series of the most pretentious developments in Buick's history.

The new executive has won his way to the top, step by step. He comes into more responsible duties after practical service covering many years with the Weston-Mott company, manufacturers of axles, and the Buick company. When the latter took over the Weston-Mott plant, Mr. Bassett became assistant general manager of the entire business. His term as general manager of the Buick and his latest advancement furnish another example of the natural course followed by the heads of so many of the concerns in the business world.

For a year or more Mr. Bassett has been the real Buick head. His recent appointment comes as an official recognition of service performed in a big way.

Discussing the plans of his company, Mr. Bassett said:

"Our plans involve the expenditure during 1926 of approximately \$10,000,000, of which \$7,500,000 will be invested in new buildings and equipment at Flint, Mich., and the balance in the erection of a new assembly plant at St. Louis, Mo. These improvements and additions will enable the Buick factories to increase their production schedule to 750 cars daily.

"The building program, which is already well under way, includes the erection of nine buildings and large extensions to three other plants. Work on these is being pushed rapidly. Completion of the task will see the Flint factories prepared to turn out 550 cars daily. In addition, the plant at St. Louis will be equipped to assemble 200 cars a day, the chassis units being shipped to that point for assembling. Bodies for these will be built in St. Louis.

"The new buildings at Flint include a four-story transmission plant, enameling building, motor test building, central power plant, drop forge shop, heat treating building for motor shop, hardening rooms for tool plant, extension to aluminum foundry, addition to garage building, pattern shop, pattern storage, filling station and central oil house.

"Buick proposes to maintain one of the world's largest plants for the making of motor cars, if not the largest. We intend to make it ideal from the standpoint of the workers as well as the management. We are seeking to surround our employees with every safeguard, every improvement for their health and comfort, good light, good air and perfect sanitation.

"To the last detail we are interested in the welfare of our employees. Thousands of them are purchasing stock through the General Motors plan and are thus becoming partners in the business. We want to make them partners in every sense of the word, to have them grow with the plant, share in the prosperity which is following the extraordinary demand for the Buick company's product, and appreciate Buick as an example of the ideal factory organization."

HALL SETS RECORD FOR SINGLE SALE OF PUMPS

One of the largest contracts for the purchase of gasoline and oil equipment has just been closed between the Wayne Oil Tank and Pump Co., T. W. Hall, local manager, and the Seven

States Oil Co. The consideration was \$20,000, a record sale for this section of the country.

The equipment purchased by the Seven States Oil company is to be used for the display of its products throughout the local territory. Much of it is to be placed in operation at the handsome home of the Hemlock 6400 Tire company, on Union avenue, and which is to be operated under lease from the tire company.

The sale is another feather for the

Wayne company's local representative. For the last two years he has led the company's agents throughout the entire country, and has already put a big nick into his allotment for this year.

Factory production is coming along fine, says Mr. Hall, who predicts a record year not only locally but nationally.

Read News Scimitar Wants.

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World's Greatest Spark Plugs.
Make starting easy, increase mileage, save gas and are indestructible.

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Sole Agents
297 MADISON.

THE LIFE OF YOUR CAR

Evt-Lastin
GEAR COMPOUND

The only gear compound for the transmission and differential. Insures lubrication under all conditions.

TRAFFIC TIRE & SUPPLY CO.
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This is the time of the year when you should put your car in the shop for retrimming and repainting. Bring it to us. You'll be agreeably surprised at both the quality and the price.

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YOUR Tire Troubles

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Goodyear and Kelly - Springfield

TIRES

"Next Time You Have a Blowout Call 816"



How Performance Counts

James E. Stark & Co., Inc., were disgusted with motor trucks. Their truck experience had been discouraging. They were not in a mood to discuss trucks. But the performance of the 2-Ton Mack truck, owned by the Memphis Hotel Co., attracted their attention. The able executives of the company, Mr. Stark and Mr. Raymond, made a thorough investigation. They found a record showing an overall operating cost of less than \$9.00 per day. It was almost unbelievable. But figures don't lie. They were convinced. They bought a 2-Ton Mack. That was several months ago. They have now completely revised their opinion on trucks, and are truck (Mack) enthusiasts.

Performance Counts



McBee Engine & Implement Co.

Service Station:

348 PLOMINGO ST.

(Old Madison)

Sales Offices:

10 NORTH FRONT ST.

Humans Imitate Storage Battery Money Business

"Have you ever seen a monkey—the ordinary zoological garden specimen—look into the mysteries of an automobile storage battery?" asked Fred Bauer, of the Storage Battery Service and Sales Co., U.S.I. Service Station representative for this section.

"The simian instinctively knows that what is going on inside that box is something stronger than a test temperature. Nevertheless he is all curiosity to find out just how far he can go without exciting the furies inside."

"Monkey curiosity is a most interesting bit of monkey psychology to the average human. He will peer, and peel, and snoop, and get pop-eyed over an every-day storage battery. He shows more than ordinary human qualities in this particular respect, for most humans who own their own batteries can learn a lot from this simple curiosity of the simian."

"The majority of motorists take it for granted that the little black box attached to the automobile is too all-fired complex for the layman to bother his head about. They know enough to keep the battery plates covered by adding distilled water to the electrolyte, beyond that the storage battery is an airtight chemical inferno to be tolerated but never bothered with except by a service station expert."

"These motorists are behind the times in their passiveness on the battery subject. They should measure up to the present and go in for a few fundamentals on the whys and wherefores of their batteries. They should know more about machine-pasted plates which will make them buzz longer with energy. Knowing these things, they will not have their little black mystery boxes go dead at a time when they are miles away from a U.S.I. service station."

MEMPHIANS MAKING GOOD IN NORTHWEST

Chester B. Hiltz, a Memphis-reared boy and for a short while in the grocery business here, is making good in the great Northwest. The Spokane Review, of Spokane, Wash., published a full column story of his having resigned as Spokane manager of Kallinell Flour Mills Co. to accept the presidency of the Northwest Trailer company, of Spokane.

BURIAL SOCIETY MEETS.

The Consolidated Hebrew Burial society, of Memphis, will hold its annual meeting Sunday evening at 8 p.m. at its headquarters, corner North Second street and Jackson avenue.

Hemlock 6400 Tire Co.

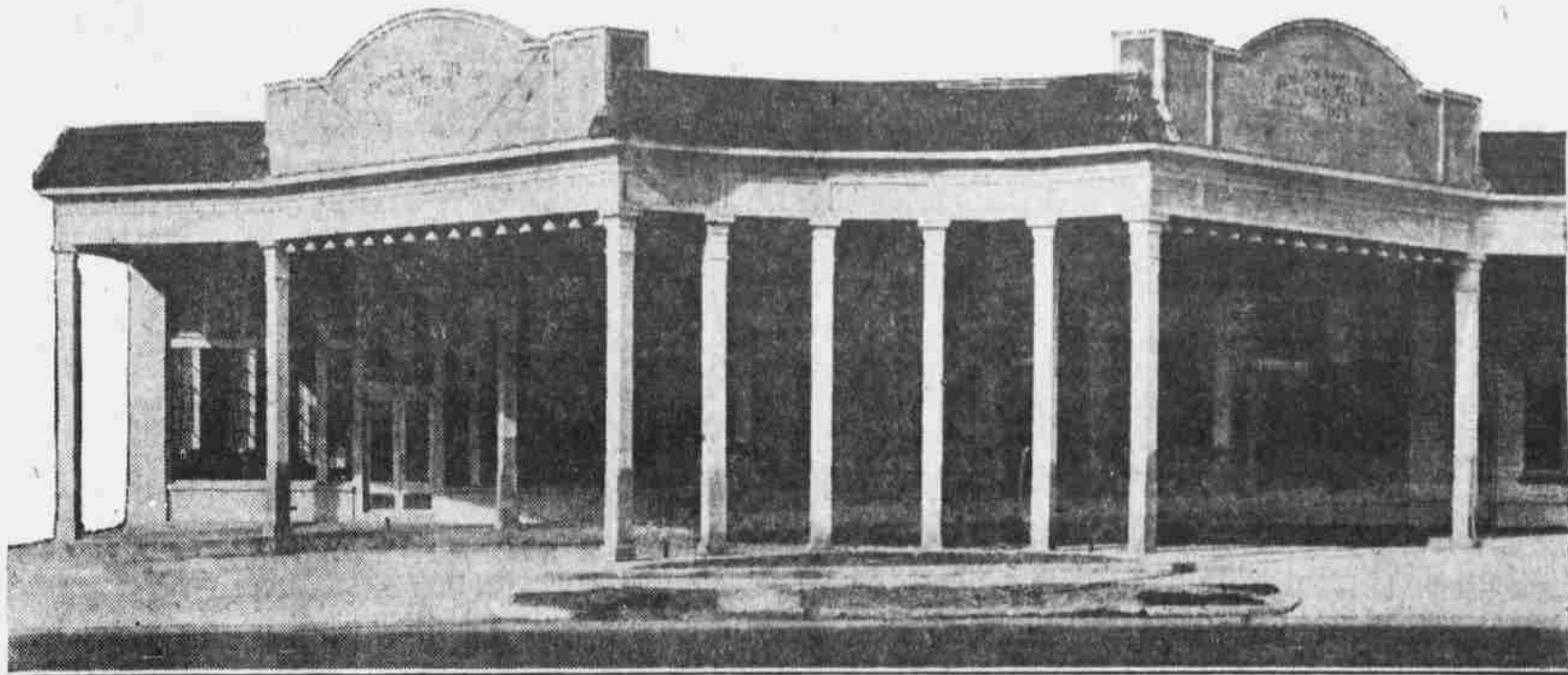
(Sixty-Four Hundred)

Pneumatic
Tires and Tubes

GOOD YEAR

Solid and Pneumatic
Truck Tires

990-998 UNION AVE., CORNER OF PAULINE ST.



OPEN--Drive In!

Let this be our invitation for you to inspect the most modern Tire Service Station in Memphis. Hundreds visited us yesterday; we want to see thousands more of you whether users of Goodyear Tires or not.

WE HAVEN'T much to say, except that we are selling Goodyear Tires and Goodyear Tubes. Had we not been able to get Goodyear we would have stayed out of the retail business and kept our jobs with Goodyear.

Car and truck owners know the dependability and long endurance of Goodyear Tires. Anyone can sell them—the SECOND time. We are going to sell them the FIRST time, and, by conducting first-class road and station service, are going to sell them the second time, third time and all times.

As we admit Goodyear Tires sell themselves, we have no claims to make except for our service. And as "service" is a word as greatly abused as "quality," we hesitate to define it. Frankly, if when you call here you were to ask us to explain what we mean to do we will merely show you the means we have to do with—our plant and equipment.

The plant is new—it was built for the business we have dreamed about for a year. The building is large, it happens to be handsome. Inside is everything needed, including a 250-ton hydraulic tire press. Outside is a commodious drive-in space.

In stock are all sizes of Goodyear Cord and Fabric Tires for passenger cars; all sizes Goodyear Tubes. All sizes of Goodyear Pneumatic Tires and Solid Tires for trucks. That's all. It's enough. Salesmen from other factories will be welcomed and treated with courtesy, but we are not seeking cheaper tires, and better tires are not made.

Car and truck owners are urged to see our plant, and will be cordially received without being importuned to buy, for—Goodyear Tires sell themselves and our service is free.

As to Prices:

Goodyear prices are honest and fair
—to you and to us.

Three Men
Who Know
GOODYEAR TIRES
And How to Care
For Them:

F. M. Gemmill

G. T. M. (Goodyear Tire Man) for two years with Goodyear, recently service manager of Memphis Branch.



Ralph Moncreif

G. T. M. (Goodyear Tire Man) for two years with Goodyear, recently service manager of Little Rock Branch.



R. W. McCaughan

G. T. M. (Goodyear Tire Man) for seven years with Goodyear, recently district credit manager.



COLUMBIA SIX

"The Gem of The Highway"



\$2.19 Service Cost Per Car

"During the past year we have kept a careful record of the amount spent for service and adjustments on each Columbia Six which has left our salesroom. It has cost us, including our labor and materials, just \$2.19 per car. This is but a small fraction of the amount which we have heretofore been compelled to lay aside out of our initial profits to spend for service on cars we have previously handled.

"We have become thoroughly convinced that your advertised statement that the Columbia is 'good all the way through' is 100% true."

(Signed) Charles A. Jory, Gen'l Mgr.
Columbia Motor Sales Company
San Francisco, Cal.

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Can Refer You to Hundreds of Enthusiastic Users of the Columbia Six

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